

AMENDMENT TO THE CLAIMS

1. (Currently Amended) A method for receiving subscriber content-choice information, comprising:

collecting subscriber content-choice data from a plurality of service providers as data describing event timelines that merges content metadata with subscriber events over a period of time;

storing the data describing the event timelines each service provider's subscriber content-choice data in a clearinghouse database;

classifying the data describing the event timelines according to subscriber content choice data based on a percentage of historical viewing time for [[a]] genres of programming;

receiving a request for the subscriber content-choice data associated with a genre a number of viewers having a classification; and

retrieving the data describing the event timelines associated with the genre developing a query for the clearinghouse database.

2. (Currently Amended) The method of claim 1, further comprising assigning a sub-classification to the data describing the event timelines subscriber content-choice data for a lesser percentage of historical viewing time.
3. (Currently Amended) The method of claim 1, wherein the plurality of subscribers' content-choice data comprises data relating to a television program received by a [[the]] subscriber.
4. (Currently Amended) The method of claim 3, wherein the plurality of subscribers' content-choice data comprises at least one of date information and time information related to the television program.

5. (Currently Amended) The method of claim 1, wherein collecting the subscriber content-choice data further comprises collecting data relating to each [[the]] subscriber.
6. (Previously Presented) The method of claim 5, wherein the data relating to the subscriber comprises a subscriber identifier.
7. (Previously Presented) The method of claim 5, wherein the data relating to the subscriber comprises demographic data.
8. (Currently Amended) The method of claim 1, wherein collecting the subscriber content-choice data further comprises collecting data relating to a subscriber system.
9. (Previously Presented) The method of claim 1, wherein collecting the subscriber content-choice data comprises receiving an eXtensible Markup Language file having linear data describing the type of the service provider, the name of the service provider, and a location associated with the service provider.
10. (Currently Amended) The method of claim 1, wherein collecting the subscriber content-choice data comprises collecting data relating to an advertisement received by a [[the]] subscriber.
11. (Currently Amended) The method of claim 1, wherein collecting the subscriber content-choice data comprises receiving data relating to a viewing pattern of a [[the]] subscriber.
12. (Currently Amended) The method of claim 1, wherein receiving the request for the subscriber content-choice data comprises receiving an electronic request form that is standardized for all the plurality of service providers.
13. (Currently Amended) The method of claim 1, further comprising periodically requesting the subscriber content-choice data from the plurality of service providers that the service

~~providers send their respective subscriber content choice data for storage in the clearinghouse database.~~

14. (Original) The method of claim 1, further comprising sorting the collected subscriber content-choice data.

15. (Currently Amended) A system for receiving and distributing content-choice information, comprising:

a processor executing code stored in memory that causes the processor to:

collect subscriber content-choice data from a plurality of service providers as ~~data describing event timelines that merges content metadata with subscriber events over a period of time a file having a line entry listing a primary classification and a sub-classification for a subscriber based on a percentage of historical viewing time for genres of programming;~~

~~store the data describing the event timelines each service provider's subscriber content choice data in a clearinghouse database;~~

~~classify the data describing the event timelines according to viewing time for genres of programming;~~

~~receive a request for a number of viewers associated with a genre having a particular classification; and~~

~~retrieving the data describing the event timelines classified in the genre develop a query for the clearinghouse database.~~

16. (Currently Amended) The system of claim 15, wherein the code further causes the processor to list a [[the]] primary classification ~~and a sub-classification within quotes.~~

17. (Currently Amended) The system of claim 15, wherein the code further causes the processor to receive data relating to television programs received by a [[the]] subscriber.

18. (Previously Presented) The system of claim 15, wherein the code further causes the processor to receive at least one of date information and time information related to a television program.
19. (Currently Amended) The system of claim 15, wherein the code further causes the processor to receive data relating to a [[the]] subscriber.
20. (Previously Presented) The system of claim 15, wherein the code further causes the processor to receive a subscriber identifier.
21. (Previously Presented) The system of claim 15, wherein the code further causes the processor to receive demographic data.
22. (Previously Presented) The system of claim 15, wherein the code further causes the processor to receive data relating to a subscriber system.
23. (Currently Amended) The system of claim 15, wherein the code further causes the processor to receive the subscriber content-choice data file as an eXtensible Markup Language file.
24. (Currently Amended) The system of claim 15, wherein the code further causes the processor to receive data relating to an advertisement received by a [[the]] subscriber.
25. (Currently Amended) The system of claim 15, wherein the code further causes the processor to receive data relating to the viewing patterns of a [[the]] subscriber.
26. (Currently Amended) The system of claim 15, wherein the code further causes the processor to receive an electronic request form that is standardized for [[all]] the plurality of service providers.

27. (Currently Amended) The system of claim 15, wherein the code further causes the processor to periodically request that the plurality of service providers send their respective subscriber content-choice data for storage in the clearinghouse database.
28. (Currently Amended) The system of claim 15, wherein the code further causes the processor to classify the data describing the event timelines according to a list the sub-classification within quotes.
29. (Cancel)
30. (Cancel)
31. (Previously Presented) The system of claim 15, wherein the code further causes the processor to select the subscriber content-choice data based on geographic location.
32. (Previously Presented) The system of claim 15, wherein the code further causes the processor to select the subscriber content-choice data based on subscriber classification data.
33. (Previously Presented) The system of claim 15, wherein the code further causes the processor to select the subscriber content-choice data based on data relating to television programs viewed by a plurality of subscribers.
34. (Previously Presented) The system of claim 15, wherein the code further causes the processor to select the subscriber content-choice data based on data relating to advertisements viewed by a plurality of subscribers.
35. (Previously Presented) The system of claim 15, wherein the code further causes the processor to select the subscriber content-choice data based on at least one of a viewing date and a geographic location.

36. (Currently Amended) A non-transitory computer-readable storage medium storing computer program code for performing a method, the method comprising:

collecting subscriber content-choice data events from a plurality of service providers as data describing event timelines that merges content metadata with subscriber events over a period of time with each subscriber's events as a file having a line entry listing a primary classification and a sub classification for a subscriber based on a percentage of historical viewing time for genres of programming;

~~merging, by a network server, content metadata with the subscriber's events to describe the subscriber's content access selections;~~

applying priority assignments to the content metadata such that metadata from an electronic programming guide has a lower priority than national ad metadata and local ad insert metadata has a higher priority than the national ad metadata;

storing the data describing the event timelines each service provider's subscriber content choice data in a clearinghouse database;

classifying the data describing the event timelines according to geographical location and viewing time of different genres of programming;

receiving a request for a number of viewers having a particular classification in a location; and

retrieving the data describing the event timelines associated with the location and the particular classification developing a query for the clearinghouse database.

37. (Currently Amended) The computer-readable storage medium of claim 36, further comprising program code for receiving the subscriber content-choice data file as an eXtensible Markup Language files.

38. (Cancel)

39. (Cancel)

40. (Cancel)

41. (Cancel)
42. (Cancel)
43. (Cancel)
44. (Cancel)
45. (Cancel)
46. (Cancel)
47. (Cancel)
48. (Cancel)
49. (Cancel)
50. (Cancel)